



STATE OF IDAHO



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Idaho Preferred® Finds Success in Unique Fundraising Program

The Idaho Preferred® fundraiser experienced another great year in 2009, with 41 schools from Sandpoint to Rigby to Fruitland participating in this one-of-a-kind fundraising opportunity. Schools statewide sold more than 5,800 items—raising nearly \$25,000 for Idaho schools and generating nearly \$29,000 in sales for Idaho producers.

A great alternative to traditional fundraising programs, the Idaho Preferred® fundraiser offers nutritious products all grown and processed here in the Gem State. Through this great program, the fundraiser helps Idaho schoolchildren experience agriculture firsthand while directly supporting Idaho farmers and producers. "The Idaho Preferred® fundraiser is a great opportunity to teach kids the importance of supporting Idaho growers to keep agriculture thriving in Idaho," said Kim Peterson of the Idaho State Department of Agriculture, who manages the fundraising program.

Idaho suppliers sourcing products for the fundraiser also are very supportive of the program. Kelly Henggeler of Henggeler's Packing Co, a participant in the fundraiser since 2005, said, "The Idaho Preferred fundraiser program has created an excellent opportunity to provide local products/produce to schools – I have been amazed by the success of the program. Not only has it generated incremental sales, but Idaho producers are connecting children to agriculture while helping schools and programs raise much needed funds."

Idaho Preferred®'s fundraising program is one of the largest and most progressive in the nation, promising to show continued growth in years to come.

In 2009 the Idaho Preferred® fundraiser, coordinated in partnership between the Idaho State Department of Agriculture and the Idaho State Department of Education, featured 13 healthy Idaho products, including a whole-grain flapjack mix, flaxseed muffin mix, fresh apples, salsa, Idaho

potatoes, heirloom dry bean mix, fresh pears, potato bread and soup mix, stir-fry sauces, gourmet mustard, Idaho spring water, pickled green beans, and a barley soup mix. All of the products sold in the fundraiser are purchased directly from Idaho farmers.

Idaho Preferred® is a program administered through the Idaho State Department of Agriculture to promote and identify Idaho food and agriculture products. For more information, please visit www.idahopreferred.com or contact kim.peterson@agri.idaho.gov.

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